

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

a 521
A 87F3

Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 447-4330

Letter No. 2465

June 15, 1990

FORCES OF CHANGE IN THE 1990'S -- As the decade of the 1990's begins, world agriculture and its environment face contending forces for change. Some are old forces in new guises, like the external debt problem. But the problem assumes new shapes as economic growth & trading patterns gradually shift. Other forces are entirely new, however, like the dramatic changes in Eastern Europe & the USSR, which have the potential to radically alter ongoing processes in a short space of time. What might the future hold for the world's major trade areas? And, what are some of the dynamics of the GATT negotiations? An upcoming special issue of the World Agriculture Situation & Outlook Report (available in about two weeks) will examine these issues. Contact: Arthur Dommen (202) 786-9475.

SWEETPOTATOES HAVE BUG DEFENSES -- New sweetpotatoes with built-in defenses against insects are producing better harvests than standard varieties protected by insecticides in USDA trials. Chemicals occur naturally in the skins of most sweetpotatoes, proving some resistance to insects & nematodes. But, few have the level of resistance of three new varieties, says USDA Plant Geneticist Alfred Jones, who helped develop them. Contact: Alfred Jones (803) 556-0840.

HOW MUCH DID YOU SPEND FOR CLOTHES LAST YEAR? If you spent \$799 for clothing & shoes in 1989, you spent what USDA family economists estimated each person spent. That's \$39 per person more than you spent in 1988. Half the increase can be attributed to higher prices and half to increased buying. Other clothing facts: almost half the fiber used in U.S. apparel is cotton; most U.S. textile imports come from Asia; most exports went to countries in the Western Hemisphere. Source: Recent Trends in Clothing & Textiles (Family Economics Review, Vol. 3, No. 2) Contact: Joan C. Courtless (301) 436-8454

SUSTAINABLE AG CONFERENCE -- USDA will cosponsor a National Sustainable Agriculture & Natural Resources Conference in Lincoln, Neb., Aug. 15 - 18. At the conference, leaders in education, government, ag producers, environmental & natural resources groups & agribusiness will discuss future policy issues, public/private collaboration, innovative rational/state/local programs & information networking. Contact: Dixon Hubbard (202) 447-4341.





NAFB NORTH CENTRAL REGION of NAFB met June 7 - 9 in Grand Forks, N.D., and members enjoyed the North Dakota hospitality, which included good weather. Mike Hergert, (KNOX, Grand Forks, N.D.) upper left photo, organized the event. Roger Olson, (NAFB executive director) upper right, presented the Agricultural Information Project program (center photo). Lower left photo: North Central Region Vice President Doug Cooper (KWMT, Fort Dodge, Iowa) presents golf tournament trophy and other prizes to Gary Schoepf (WJOG, Norfolk, Neb.) (USDA Photos.)

NEW ANTIBIOTICS MAY FIGHT STAPH -- Two antibiotics inadvertently discovered in a soil fungus have stopped the growth of staph bacteria in USDA experiments. Staphylococcus aureus is one of the world's leading causes of human infections, but over the years has become resistant to some antibiotics and is showing resistance to others. "We weren't really looking for the antibiotics," says USDA Chemist Robert A. Baker, "we were trying to establish a relationship between the soil fungus and a citrus disease." Contact: Robert A. Baker (813) 293-4133.

FROM OUR RADIO SERVICE

AGRICULTURE USA #1723 -- In early June, the United States & the USSR signed a food processing industry agreement. On this edition of Agriculture USA, Brenda Curtis explores the meaning of this historic event with U.S. industry people who are already exploring business opportunities in the Soviet Union. She also talks with Soviet government officials, who tell why they think U.S. business needs to open up shop in the USSR now. (Weekly reel -- 13-1/2 min. documentary.)

CONSUMER TIME #1205 -- Lawn clippings; a plan for forests; is your child ready to stay alone; too much mulch; rules for rose gardens. (Weekly reel of 2-1/2 - 3 min. consumer features.)

AGRITAPE #1712 -- USDA News Highlights; acreage reports; ag outlook/price predictions; Most Favored Nation Status for the USSR; detecting citrus blight. (Weekly reel of news features.)

NEWS FEATURE FIVE #1324 -- Cockroach allergies; swat team; long-term danger; cockroaches & the courts; improving immunotherapy. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Mon., June 18, milk production; Tues., June 19, crop/weather update, cattle on feed, U.S. ag trade update; Wed., June 20, ag outlook; Thurs., June 21, catfish, cherry production; Fri., June 22, livestock update, ag resources (land values).

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.
Material changed at 5 p.m. EDT each working day.

FROM OUR TELEVISION NEWS SERVICE
(June 14, 1990)

FEATURES -- Pat O'Leary reports on the national forest management plan; Will Pemble reports on a new wool protector; Joe Courson reports on natural weed control; Mike Thomas reports on the electron microscope for ag research and Lisa Telder reports on "supersalmon."

ACTUALITIES -- USDA Meteorologist Norton Strommen on the spring wheat conditions & the 30-day weather outlook; World Board Chairman Jim Donald on the latest figures for wheat & corn production; USDA Economist Verner Grise on tobacco production; B-roll of the dedication of the Capitol columns at USDA's National Arboretum in Washington, D.C.

UPCOMING FEATURES -- "Father" of USDA's Forest Service & cockroach allergies.

Available on satellite Westar IV, audio 6.2 or 6.8:

THURSDAY 7:30-7:45 p.m., EDT, Transponder 12D
SATURDAY 10:30-11:15 a.m., EDT, Transponder 10D
MONDAY 8:30-9:15 a.m., EDT, Transponder 12D
(Repeat of Saturday transmission)

WHAT A CHANGE...from last year, says John Weir (KBUR, Burlington, Iowa). Field tiles are running again and ponds are approaching normal levels. John says recent cool weather hindered corn growth, but warm temperatures and timely rains are greening crops and improving producer attitudes.

NORTHERN THIRD...of the state is doing OK, but most of the southeast portion is so wet that it's too late for corn planting, says Mike Railsback (WDAF, Kansas City, Mo.). Water table is high, causing quick runoff and repeated flooding of bottom land. Mike says severe storms seem to have arrived early this year rather than in mid-summer months.

TEMPERATURES...reaching above 100 degrees and brisk winds are stressing crops near Plainview, Texas. Lenny Ray (KVOP/KATX) says cotton producers who have irrigation will have a crop, but others will likely replant to milo.

Farm Broadcasters Letter



Office of Public Affairs
Radio-TV Division
U.S. Department of Agriculture
Washington, D.C. 20250-1300

OFFICIAL BUSINESS
Penalty for Private Use \$300

DAILY WHEAT HARVEST...reports are underway, says Dewey Nelson (KRVN, Lexington, Neb.). Producers expect a good crop. Only concern so far is outbreak of Russian wheat aphid in the Panhandle where pest numbers are reported to be ten times higher than last year. Harvest will move into Nebraska in late June.

FARM BROADCASTERS...have the well deserved reputation of serving their listeners. George Atkins' (Developing Countries Farm Radio Network, Oakville, Ontario, Canada) audience is located in 100 countries speaking 140 languages. When we talked he was preparing a script for third world producers about how adding ground hot chili peppers to sacks of grain helps repel insects. George leaves for China in mid-July to report about their low-cost farming techniques.

VIC POWELL
Chief, Radio & TV Division